CANADIAN MOVING PICTURE Digest

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

THIRTY-FOURTH YEAR OF PUBLICATION 1915-49

Vol. 41, No. 25 TORONTO, CANADA October 15th, 1949

DROP DEAD

OUR Industry is, today, as full of specialists trying to solve our problems, as is the World. The process is laborious and much impeded because certain factions within our Industry keep on telling each other to *"Drop Dead"*.

While I have a respect for the profession, I believe we have far too many lawyers who have grown corpulent (in fact developed corporations during the past quarter of a century.) because of our Internal Disorders, which have manifested themselves Externally. To be more explicit, Externally, in relation to Government Decrees; Externally, in relation to International Export, Legislative Foreign Restrictions and Trade. My diagnosis of our many lawsuits is that we have legalphobia; it aggravates our condition until we have a complication of diseases, which have apparently not been cured, because this Industry is continually chasing its own tail, like a dog which has fleas or worms.

I can well remember all the trouble which we had with the Standard Contact before it became Standard. And yet members of the legal profession drew up the Contract; at least, were consulted in respect to its various Clauses. Why did they not, being Specialists as to Legal and Illegal, Fair and Unfair, advise their respective clients to Cease and Desist because Time would inevitably catch up to them?

It was during the many, many years of Contract Conflict that the Legal Profession became an integral part of our Industry, but what puzzles me about these specialists of ours is that they do not prevent our Industry, by their expert advice, from getting into all the trouble which it gets into!

There is no doubt but that our business is different than other business, despite the fact that Comptrollers can audit it into dollars and cents. If our business was broken down into dollars and commonsense I could see the point.

No one in our Indutsry, as far as the actual picture is concerned, appears to own what they presumably pay for. As an example, the bankers own the negatives of producers' pictures; the distributors either have limited rights to distribute and exhibit or represent the producer; the distributors rent to the exhibitors, who pay for rentals from the box-office returns; and the box-office in turn gets its money from the public which pays for what it sees and hears in a theatre, for the use of a comfortable seat and other services all combined to form Entertaintment. The Public takes away nothing from the theatre (we hope) but its memory of the show — not a single inch of film.

The exhibitor may pay thousands of dollars for the film's rental, but it is for the film's rental only. He must send back the film after it has been shown in his theatre or theatres in accordance with his booking. We can see here one of the differences in business operation which makes the business of our industry operate contrary to other businesses.

Producers of other than film product sell their product outright to wholesalers, who in turn sell outright to merchants, who in turn sell outright to customers. What we trade in is never sold. It always comes back to the Trader and eventually to the Source of its production, unless the producer sells his negative outright, or loses his rights on same through financial difficulties.

It is to be expected that the members of the Legal Profession, who know the Ethics of Trade may not know what constitutes Ethics in our Industry's Trade Relations. But once they have had the mechanics explained to them, once they have been in the Industry and have had an association with it for many years, they should be able to advise what is Legal and what is Illegal.

Ever been a Plaintiff in a proposed legal action, or a Defendant? Ever been advised to settle your action, not in its early stages, but after months, probably years, of preliminary legal proceedure? Ever been told by your solicitor to settle your own case, on the basis first offered by the plaintiff or the defendant, and then paid your lawyer a weighty fee for having accomplished a settlement without a lawsuit?

I have seen such settlements many times in our Industry, after undesirable publicity, wire-pulling, unfavorable legislative restrictions had been proposed and legislated. It is no strain or drain on the lawyers. That is their profession and business. But what it costs this industry in time, how many ulcers it creates, including high blood pressure, enmities and costs in thousands and thousands of dollars, is a condition to which our Industry should give its attention.

For many years we have heard the "get together" slogan. We can do it, for we got together on our War Effort, we recently got together on the Industry's Public Relations Conference, and we did not require a battalion of lawyers to show us how to "get together" — *we only required our own sincere desire.*

When I think of the Divorcement Decree, the staggering costs to the U.S. Government and to the Majors involved, when I think of the Time involved, the confusion, the lawsuits, the Revolutionary consequences of even a Consent Decree, the millions of words involved in Blind and Block Booking, Clearance etc., the costs involved in the solution of the problems created, I cannot but believe that Greed and Politics were the fertilizing influences which made the soil of our Trading go sour.

You may argue that Time has proved the Exhibitors were right, and

(*Continued on Page* 13)

PUBLISHED BY
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED
21 DUNDAS SQUARE - TORONTO

FLASH! THE FIRST TRADE REVIEWS ON M-G-M's "BATTLEGROUND"!!

"The picture will stand as an epic for this or any other year. Flawless direction. Mounting tempo grips its audience relentlessly." —**MOTION PICTURE HERALD**

"A remarkable picture with terrific emotional impact, relieved by choice comedy. A masterpiece. One of the outstanding attractions of the year." —**BOXOFFICE**

"The picture for which the industry and the public have been waiting. Loaded with exploitation ammunition, is a natural boxoffice winner. Only William Wellman could have directed it." —**HOLLYWOOD REPORTER**

"The cutting humor of 'What Price Glory,' the eloquence of 'Journey's End,' the pathos of 'All Quiet on the Western Front,' the adventure of 'Hell's Angels,' the sentiment of 'The Big Parade' have all been combined in this truly extraordinary celluloid achievement. Dore Schary rates a vote of thanks from every industryite." —**DAILY VARIETY**

"Here is the big film of the war made since the firing ceased. Hard-hitting, realistic and dramatic." —**MOTION PICTURE DAILY**

"From the studio that made the unforgettable 'Big Parade' comes an equally unforgettable 'BATTLEGROUND.' Bold, brash, bawdy, frank, the script furnished by Robert Pirosh is stacked with incident." —**FILM DAILY**

"Far and away THE picture of World War II. It will thrill men and women alike. The campaign being put behind it by M-G-M, probably the company's strongest in years, should insure top grosses in all situations." —**SHOWMEN'S TRADE REVIEW**

"Topnotch! Crammed with suspense, comedy, melodrama and everything needed to make it potent at the boxoffice." —**THE EXHIBITOR**

"The first great picture to come out of Hollywood treating World War II. A memorable motion picture emerges as a super entry." —**VARIETY** (*Weekly*)

M-G-M presents

"BATTLEGROUND"

starring

VAN JOHNSON · JOHN HODIAK · RICARDO MONTALBAN · GEORGE MURPHY

with MARSHALL THOMPSON · JEROME COURTLAND · DON TAYLOR · BRUCE COWLING · JAMES WHITMORE
DOUGLAS FOWLEY · LEON AMES · GUY ANDERSON · THOMAS E. BREEN · DENISE DARCEL
RICHARD JAECKEL · JIM ARNESS · SCOTTY BECKETT · BRETT KING

Story and Screenplay by **ROBERT PIROSH**, Associate Producer
Directed by **WILLIAM A. WELLMAN** · Produced by **DORE SCHARY**

A METRO-GOLDWYN-MAYER PICTURE

RAY PRESENTS

SINCE Thursday, Sept. 29th, I have saved one page of a Toronto daily newspaper because the page was headed, "Simpson's Proudly Salutes The Class of '24". Another heading reads: "Eighty-two new members join Simpson's 25-year club at The Company's Annual dinner in the Arcadian Court tonight". At the top of the page is an old-fashioned portrait of the 25-year members of "The class '24" and on the left side of the page are the names of the 82 new members of the S-Club.

This full page advertisement I saved for thought and comment because it brought to my attention the Famous Players 25-Year--Club, of which annual celebration I no longer hear.

I can recall as a juicy bit of memory, the Famous Players 25-Year Club annual celebrations to which the wives of the newly inducted members were invited ,and the wives of the executives of this company whose husbands were 25-year members.

It was a motion picture event in Canada; and it made the 25-year-olds and those who could add years of service to a quarter of a century feel very important, not only for that one night of celebration, but during the months which preceded The Event and for months afterwards.

I CAN see John J. Fitzgibbons sitting there at the head of the table like a venerable father of a large family of descendants, flanked on each side by Executives who assumed a benign expression and who radiated a sense of affinity, the family spirit, a family in which they took special pride in the sense that they were the Overseer Relatives who, in their various departments, directed the services of the family members.

On that night of nights, more glamourous than an Arabian Nights' Tale, the decorum was perfect without too much formality, the order of business was a most pleasant routine, the repast consisted of a dinner served beautifully, with specially selected food, and could not have been arranged in better taste had the Famous Players been hosts for a dinner to the visiting Ambassadors of all nations.

SUDDENLY, this Annual Event in Toronto, and in various cities in Canada, ceased. Something, or someone had upset the applecart of this Family Reunion, and the 25-Year-Club's celebration for new members. Why such an Important Event in the Family Relations of such an Important Family in Show Business should have been discontinued, I have never been able to learn, although I have been trying to find out for a few years.

Simpson's 25-Year-Club celebration has brought it freshly back to my memory, particularly in reading what Simpson's had to say to the Public in its announcement. There is so much of Show Business and Showmanship in the story.

"Twenty-five years is a long time in anybody's life, and Simpson's is especially proud of the relatively large number of the staff who have attained the quarter-century mark in years of service. Each year a Gala Company Dinner is held in Arcadian Court to welcome the new members and to honor the men and women of the exclusive 25-Year-Club, now numbering 782 members in the company's stores and mail order branches in Halifax, Montreal, Toronto, London, Regina and Vancouver.

"NO doubt, tonight's new members — The Class of '24 — will be turning back their minds nostalgically to the big moments of their first Simpson year. That was the year when 'talking' pictures were being first discussed — radio was still a headphone-and-crystal gadget — William S. Hart played the local movie houses as Wild Bill Hickok and Lon Chaney chilled millions as The Hunchback of Notre Dame.

"Simpson's advertising pages of that year reveal the wonders of a Stone Bed Warmer (special $1.29) Quebec Combination Stove (with oven, $54.95) and Men's Made-to-order Suits, 'Refined, Distinctive and Really Dressy at $39.95.'

"MANY a memory will be quickened this evening as this special fraternity gathers to honor incoming members of the 25-Year-Club from across Canada. Each member is presented with a watch, blue-and-gold 25-Year-Club service pin, and a certificate to commemorate this occasion, as well as with other recognitions. In addition, each from now on will enjoy four week's holidays each year in appreciation of long service.

"Next time you shop at Simpson's, look for the tiny blue-and-gold insignia worn by 25-Year-Club members — their long experience and spirit of helpful co-operation play a vital part in making Simpson's the great shopping centre it is today".

THOUSANDS of people have read Simpson's page. They must have felt as warmly toward the story as I did. It must have created friendly Public Relations, and no doubt shoppers will look for the blue-and-gold insignia just to have a chat with the wearer; for today, we are all a little hungry for the years which have been, for the little touch of the kindliness and simplicity of old. You can see this in women's clothing, and how charming our young girls look in dresses such as grandma wore when she was a girl.

I was particularly attracted to the Simpson page because it referred to the beginning of Talking Pictures, to old stars and to old pictures which have their place in our backlog of memory.

I HOPE Famous Players Canadian revives its 25-Year-Club annual celebration, for next to my own 30th Anniversary Celebration, I enjoyed the Famous 25-Year-Old-Club parties more than any other parties in our Industry.

Twenty-five years service to a company is an honorable record. It reflects credit upon employer and employee. It is a bond; and how much do we value such a bond when we observe the ever-changing order of today, the restlessness which prevails, the lack of concentration and interest in employment.

A business which has retained its employees for a quarter of a century must be a good business. The employer and the employees must possess distinctive qualities and a stability of character. They must know where they are going, and how few can say, "I know where I am going" today.

Toronto and District

By BILL PRESS

A SURVEY of business districts in Ontario showed a number of infractions of the dimout regulations put into effect on Oct. 1 by the Hydro-Electric Power Commission, it is reported. The chief offence was the use of Neon signs and, in addition to warning notices, the threat was made that total blackouts were again possible if abuses were continued.

* * *

Following his recent Oct. 12th appearance at the Maple Leaf Gardens in Toronto, Bob Hope played a number of centres with a touring variety show. One such engagement was at the Memorial Gardens in Guelph on Oct. 13. * * *

Jack Hunter finally got the modernization job under way at the long-dark Colonial Theatre, opposite Toronto's city hall. The job will be extensive because of the Ontario theatre regulations which have been considerably augmented since the Queen Street house was last operated.

* * *

The "adult-film" policy at the Odeon Hyland got away to a healthy start with the first picture, "Portrait From Life", which was held for a fifth week.

* * *

"The Fallen Idol", which is a release in Canada of Selznick-Alliance, continued to enjoy heavy patronage in its third holdover at the University and Eglinton Theatres, paired units in Toronto of the Famous Players circuit which is playing the Selznick-Korda-Carol Reed production in ace houses in all situations.

* * *

Members of the Variety Tent No. 28, Toronto, took up a private collection as a tribute to the late Rolly Young, film reviewer of the Globe and Mail, the fund being presented as memorial to his mother. The amount ran into four figures. * * *

George Formby and his London Varieties played a two-night stand, Oct. 3-4, with one matinee, at the Odeon Palace Theatre, Hamilton, at $3 top. He played a return Toronto engagement at Massey Hall for two days after a week at the Royal Alexandra.

There was a movement of Toronto film men to Eastern Ontario points, almost in a group. They included Irving Stern of Monogram, Bill Forman of National Theatre Service and Al Iscove from United Artists.

* * *

R. W. Bolstad, vice-president of Famous Players, has been named chairman of the amusement tax committee of the Toronto Board of Trade's Motion Picture Branch in succession to President J. Earl Lawson of Canadian Odeon who is still ill.

* * *

The Mountain Drive-In in the Hamilton district has introduced a form of lighting for the long evenings which has been dubbed "artificial moonlight". It's probably considered an atmospheric effect for romantic pictures.

LIGHTSTONE ATTENDS PARAMOUNT MEET

Paramount Home Office executives, Division, District and Branch Managers held three days of meetings at the Plaza Hotel, with sales and merchandising policies for top product occupying the principal spots on the agenda, last week.

The morning's meeting was devoted to a discussion of sales and merchandising for William Wyler's "The Heiress" which was in its world premiere at Radio City Music Hall. Producer-Director Wyler, known as one of the shrewdest merchandisers in the film production field, participated in the meeting.

Also scheduled was a luncheon, with Wyler, President Barney Balaban, Board Chairman Adolph Zukor, Producer Hall Wallis, his associate, Joseph Hazen and Gloria Swanson as guests of honor. Miss Swanson starts this weekend on a nationwide good will tour on behalf of "The Heiress."

The afternoon session covered sales and merchandising for Cecil B. DeMille's "Samson and Delilah," which the company regards as one of the greatest, if not the geratest, boxoffice attractions ever made.

Among division Managers participating were Gordon Lightstone, of the Canadian Division.

The Canadian Moving Picture Digest
Entered as Second Class Matter
RAY LEWIS
Editor-In-Chief
JACKIE ROSS
Assistant to the Editor
Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: WAverley 8696
Cable: Raydigest
Established 1915. Publication weekly.
Subscription: $5.00 yearly
— Correspondents —
A. L. FAIRWEATHER ..... Saint John, N.B.
J. J. CONKLIN ..... Winnipeg, Man.
BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.

"FAMILY" PIX UPSURGE

Hollywood is turning out more films suitable for general family entertainment than ever before.

That's the consensus of a group of women regarded by many in the film industry as the nation's severest critics of motion pictures. These women, whose recorded opinions of the movies reach out into hundreds of thousands of homes all over the country, are the heads of the motion picture preview committees of America's leading national women's organizations representing a combined membership of more than 20,000,000.

The previewing groups pass judgment on about 350 pictures a year. A statistical breakdown shows that approximately 70 per cent of these have been classified for general family patronage.

If the present Hollywood trend continues through the end of this year, the 1949 totals, according to the preview appraisers, should yield an even greater percentage of features with the "go" signal for the whole family.

"WAR BRIDE" BREAKS RECORDS

Twentieth Century-Fox's "I War A Male War Bride" has chalked up the biggest business for the year at the Capitol Theatre in Montreal at its opening over the weekend, it was reported to the company's home office.

In addition, the comedy has been held over for a Fifth week at the Fifth Avenue Theatre in Seattle, breaking a seven-year holdover mark at the house.

IT'S A SOUND PROPOSITION!
To Have First Class Ballantyne Sound Throughout Your Theatre.
WRITE - WIRE - PHONE
PERKINS ELECTRIC CO. LIMITED
2027 Bleury Street
MONTREAL, P.Q.
LAncaster 2154
ROYAL SOUND MASTER
SOUND EQUIPMENT
The Golden Voice of the Silver Screen
277 Victoria Street
TORONTO, ONTARIO
ELgin 6209

MPEA Full Delegation Takes On Heavy Schedule

The conference of the National Committee of the Motion Picture Exhibitors Associations of Canada at Ottawa Oct. 12-13 had an invitation list of 52 persons representing all branches of the industry who dealt with a business agenda of wide scope.

Of those who were eligible to attend, 19 comprised Chairman J. J. Fitzgibbons and members of the exhibitors' national organization while other delegates represented the production branch of the business, distribution, laboratories, news reels and the trade press.

Important guests who were given the privilege of participating in the discussions were, of course, Francis S. Harmon, vice-president of the Motion Picture Association of America, and George Murphy of the Screen Actors Guild, Hollywood.

There was also a distinguished array of "observers" to the number of 19 who represented the important theatre circuits, both national and regional, while the visiting delegates included Hon. Robert H. Winters, Federal Minister of Reconstruction, and Ross McLean, commissioner of the National Film Board, who were on the ground at the time of the meeting.

The planning committee of nine men swung into action early on the afternoon of Oct. 11 to prepare the important agenda, and the general sessions were all-day affairs on the following Wednesday and Thursday.

All in attendance at the conference were invited to be the guests of Famous Players Canadian Corp. at a luncheon which was scheduled for Thursday noon in the Quebec Suite of the Chateau Laurier, Ottawa's handsome hostelry.

Chief organizer of the meeting was Arch H. Jolley, assistant secretary-treasurer of the National Committee, Toronto.

QUEBEC CHILD MOVIE LAW PRAISED IN COMMONS

Dr. Pierre Gauthier (L. Portneuf) has suggested in the Commons that other provinces adopt the Quebec law which prohibits children 16 and under from going to the movies.

He said Quebec was ridiculed and laughed at when the law was passed, but now the value of the law was evident. Keeping children away from many movies show today helped to improve the moral fibre of Canadian youth.

He spoke on a bill sponsored by E. D. Fulton (PC, Kamloops) that would provide severe penalties for the publication and distribution of crime comics.

Dr. Gauthier said that without boasting he could say that juvenile delinquency is less of a problem in Quebec than elsewhere and he felt that the law prohibiting attendance at movies contributed to that record.

CASS TO VISIT EUROPE IN MGM TOUR

M-G-M's sales cabinet has selected 12 "experts' 'to represent the domestic and Canadian sales organization in an exchange of ideas with the International sales department, it was announced by William F. Rodgers, vice-president and general sales manager.

The 12 men named will visit Naples for conferences with the sales staff there and then proceed to Rome. After Rome, the men will go to Paris, then London and return to New York.

Mr. Rodgers pointed out that the men selected to represent the domestic staff in an exchange of selling ideas were chosen because of their individual efforts during the Anniversary Year.

Hillis Cass of Montreal is among those chosen.

RKO TO DISTRIBUTE IDA LUPINO FILMS

Howard Hughes has signed a contract whereby The Filmakers, Inc. will produce three big exploitation pictures for world-wide distribution by RKO Radio.

This new organization, which participated in making the highly-acclaimed semi-documentary film "Not Wanted',, includes in its personnel Collier Young, president; Ida Lupino ,vice-president and Malvin Wald, secretary. The new contract is effective on November 15. The Filmakers will shortly move its entire unit to the RKO lot.

Agreement has already been reached on the subject matter of the three pictures, two of them now in preparation. First will be "Nice Girl," screen play by Young and Wald based on material obtained from the files of the New York and Los Angeles police departments. Second of the three films will be "Pachuco", from a novel now being completed by Irving Shulman, author of "Amboy Dukes" and "Cry Tough."

The Filmakers currently has in production "Never Fear," which, is however, not included in the RKO deal.

For weeks now, United Artists have been announcing that their Stanley Kramer release, "Home of The Brave" is 'SENSATIONAL' but even UA-men were flabergasted at the literal sensation the picture caused on its opening Thanksgiving Day date at the Vanity Theatre, Windsor. Besides breaking an all-time single day's house record, the picture also created some kind of another record for causing the most comment in Windsor of any film since Garbo spoke for the first time. Follows a telegraphed description of the event from Manager Bob Brown to Raoul Aurbach of 20th Century Theatres head office:

Windsor, Ontario
October 9th

Raoul Aurbach,
20th Century Theatres,
175 Bloor Street East,
Toronto, Ont.

HOME BRAVE BEYOND WILDEST CONCEPTION STOP AT ELEVEN PM TONITE FIVE THOUSAND PEOPLE BURST THRU POLICE LINES AND SMASHED IN BOX OFFICE STOP ONE MINOR INJURY TO PATRON FROM GLASS STOP DOWNTOWN AREA A HOLOCAUST OF CARS AND PEOPLE STOP ENTIRE POLICE FORCE OUT TRYING TO REGAIN CONTROL STOP AM HAVING POLICE ON PREMISES REST OF NITE UNTIL REPAIRS CAN BE MADE STOP CAMAIGN MOST SUCCESSFUL STOP ADVISE UNITED ARTISTS THEY OWE ME A NEW SUIT AND A NEW BOX OFFICE REGARDS

BOB BROWN

VARIETY CORRESPONDENT GIVES FILM INDUSTRY COURSE

Ira Wit, veteran Variety correspondent, will give a new course on the organization and problems of the motion picture industry at the Dramatic Workshop and Technical Institute, at the President Theatre, 247 West 48 St., N.Y.C. The course, an authoritative analysis of film production, distribution and exhibition in this country, will include guest lectures by key industry figures.

REPUBLIC PROFITS HIGH

For the 39 weeks ended July 30th, Republic Pictures Corporation and its subsidiaries report a net profit of $1,215,116.93 before Federal Tax Provisios, estimated Federal nominal and surtaxes $485,000.00, or a net after taxes of $730,116.93.

For the 39 weeks ended July 24th, 1948, Republic Pictures Corporation and its subsidiaries report a net profit of $102,577.62 before Federal Tax Provision, estimated Federal normal and surtaxes $40,000.00, or a net after taxes of $62,577.62.

Vancouver News

By JACK DROY

THE 10% discount on U.S. money is causing plenty of confusion at border points. Some theatres at Blain and Bellingham, who cater to Canadian trade, are cashing Canadian funds at par while others are refusing to take Canadian money at all.

* * *

Maynard Joiner, Famous Player B.C. supervisor, has left for Ottawa to represent the B.C. Association, at the meeting of the National Committee of Exhibitors Associations of Canada to be held October 12-13 at the Chateau Laurier Hotel, Ottawa.

* * *

Drive-ins in this area are enjoying a lively box-office season. Although competition has increased considerably, all outdoor grosses are exceeding their operators' expectations. At least 10 more drive-in theatres are expected to be built next year in British Columbia and about 25 throughout the three prairie provinces.

* * *

Harry Page, manager of Monogram - Allied Artists here, announced a sales drive from October 1 to December 31. B.C. exhibitors are giving the drive hearty support.

* * *

Canadian Pacific Railroad is to introduce shipboard movies as a feature of its fast Vancouver-Victoria-Seattle on the daylight run. One of the main lounges is to be converted into a movie theatre giving a 1 hour free show. Idea is to popularize ship travel as against airline competition which is cutting into the CPR business.

* * *

Vancouver Island now has more female theatre managers than any place in Canada. They are Shelia Bejay, Rio Theatre, Victoria; Mrs. L. Smythe, Odeon Theatre, Duncan; Mrs. L. Warren, Qualicum Beach; and Ella Pearson at the Oak Bay Theatre in Victoria. All the ladies are proving very efficient in theatre management.

* * *

Calgary film fans are all upset about the ruling which limits the number of the foreign films to be allowed there. The Alberta censors are cracking down on these pictures which have been exhibited without government approval in the province.

* * *

Two downtown Odeon Circuit houses, the Plaza and the Hastings, are Day and Dating the same programs. One is on Granville Street, and the Hastings in the East End.

TRADE HEADLINES

George Formby, After Record Week at Royal Alexandra, Toronto, Returns for 2 Days Oct. 13-14, Massey Hall.

"Home of the Brave" Breaks All-Time House Record At Vanity, Windsor.

"Portrait From Life"—Mai Zetterling Star—Eagle-Lion Release In 5th Week—Odeon-Hyland—Toronto.

The World Series Held the Spotlight Which Remained Undimmed Until Yankees Won Series for 12th Time

Norman Ganz Travelling Troup — "Jazz at the Philharmonic" — Played to 3000 at Massey Hall, Toronto — Audience Rooted for More Jazz.

MGM's "That Forsythe Woman" with Greer Garson and Errol Flynn for Command Performance—London.

Cornelius Vanderbilt Jr. Augmenting Lectures with Film Shots Taken During Recent European Tour—Including "All Roads Lead To Rome".

Bing Crosby To Sing In Vatican City—Rome—Holy Year.

Korda Reported Asking £130,000 for U.S. Rights "The Winslow Boy"—Upped £30,000 Because of Devaluation of Pound.

Hollywood to Produce about 35 Pictures Abroad During Next 12 Months — Production in 22 Countries.

Harvey Harnick, General Sales Manager for Columbia Pictures, Canada, Honored with Name Sales Drive This Month.

Ned E. Depinet, RKO President, to Address Allied Convention Oct. 24-26, Minneapolis.

Theatre Owners of America May Ask Round Table Conference With Distributors for Reform Trade Practices.

TV Color System Complete Unit Enroute to Canada

Cinecolor to Compete with Technicolour—3 Colour Live-Action Features at 5c per ft. Announced by Karl Herzog, Executive VP, Cinecolor Corp.

Digest Showmanship Entries to be Judged Oct. 20.

Moe Kerman, President Favorite Pictures, Returns to New York After Several Months in Europe.

Warner's "Task Force" Starring Gary Cooper Spans Oceans In Special Naval Event Where It Was Shown to Over 700 Distinguished Guests.

COLUMBIA NET PROFIT UP FOR '49

Following is the Comparative Consolidated Earnings Statement of Columbia Pictures Company for the periods set forth:

	52 Weeks Ended June 30, 1949	52 Weeks Ended June 30, 1948
PROFIT BEFORE TAXES	$1,507,000.00	$1,205,000.00
ESTIMATED PROVISION FOR FEDERAL TAXES	500,000.00	640,000.00
NET PROFIT FOR 52 WEEK PERIOD	$1,007,000.00	$ 565,000.00
EARNINGS PER SHARE OF COMMON STOCK	1.08	.40

PROMOTIONOTES

Bob Martino of the Capitol Theatre, Rouyn, turned in the kind of an exploitation and selling job on **"Mighty Joe Young"** that warms the heart. Here's the campaign: In addition to newspaper ads on both local papers and the showing of a trailer two weeks in advance of the opening, Martino obtained a gorilla costume from Toronto — got a young man to wear it and, together with another chap who acted as 'trainer', they started out a week before the picture opened covering all the eating places, schools, etc., during the day time and at night he had the gorilla on the marquee for two hours off and on. He states that he had to take him off the marquee every so often as **the crowd gathered so fast it blocked traffic.** On Thursday night (Foto-Nite) previous to the opening, he arranged a little skit with the M.C. and had the gorilla on the stage during the Foto-Nite presentation. The crowd got a terrific 'kick' out of this . . . In addition to the live gag, he had two extra three sheets of the gorilla with animated eyes on either side of the marquee for almost a month in advance. Title plugs were used **on all menus in the most popular restaurants and taverns in town** in addition to **a false front at the theatre during the entire engagement** . . . Incidentally, but most important, **"Mighty Joe Young" turned in the biggest three-day gross for the Capitol-Rouyn that that theatre has experienced at regular admission prices.**

If you're interested in **lobby displays** made up of tear sheets from popular magazines, make a note to get and hold onto these issues until the time you play the pictures — the October **REDBOOK** on **"The Heiress",** the October issue of **PARENTS MAGAZINE** on **"The Heiress",** the October 11th issue of **LOOK** on **"The Heiress"** and **"Rope Of Sand",** and the October **CORONET** on **"Christopher Columbus".**

For the opening of **"It's A Great Feeling"** in Toronto, a tie-up was worked out with Langley's Cleaning chain (with 28 stores) along the lines of **"It's A Great Feeling To Step Out in a 'Re-Tex' Suit Dry-Cleaned by Langley's"** . . . a natural for a co-operative ad with almost any chain, including dry-goods stores, drug stores, shoe stores, etc.

« Prairie News »

By J. J. CONKLIN

JEANOTTE BROTHERS, of Gravelbourg, Sask., are building a theatre at Grande Prairie, Alta., and present plans are to have it ready at Christmas. House will have 54 feet frontage, stucco finish, air conditioning, the latest equipment and accommodation for 500.

* * *

The Jeanotte Brothers operate a theatre at Gravelbourg. They recently purchased a theatre at Falher, Alta., and plan to build a new theatre there in the spring.

The new theatre at Grande Prairie will give the town two motion picture houses. The present Capitol was built 20 years ago. The old Capitol theatre, Grand Prairie's original amusement centre, was built in 1912. Although still standing, it has been unused for many years.

* * *

Jack Watson of the Rex Theatre, Regina, hopes to have solved some of his employment problems now. Needing a doorman, he applied to the Canadian Corps of Commissionaires and the new man, who is doing a dependable job, is Garfield C. Durnin.

* * *

The body of Gerald Dealtry, Saskatoon labor man, was found under a bridge Sept. 9 and police said they believed he had jumped or fallen. The possibility of foul play was also considered. Dealtry was a movie projectionist, and last year had taken a lease on the Ritz Theatre, Saskatoon, when fire destroyed much of his property which he had not insured. He was a member of the Motion Picture Operators of America (A.F.-L.), Local 300.

* * *

Roxy Theatre, Yorkton, has new seats, Simplex projection and sound equipment and a Walker plastic screen. Manager is J. W. Johnston.

6 Graded Adult

The following pictures have been graded adult entertainment by the Ontario censor board: "Anna Lucasta", "Any Number Can Play", "File on Thelma Jordon", "The Great Sinner", "Madame Bovary" and "Slattery's Hurricane".

The Digest Showmanship Contests will be judged the last week in October with announcements of the winners immediately after the judging. The Tenth Annual Showmanship Contest is now open. Exhibitors send in your Showmanship Campaigns — please.

Screen Reviews

By STEPHEN VISE

"TOP OF THE MORNING" (Paramount). Irish, tuneful, and charming as only Bing Crosby and Barry Fitzgerald can make it.

Don't look now, but the Blarney Stone has been stolen. Yes, and what's more, Crosby has been sent by an American insurance firm to a village near Blarney Castle to find it — and save Eire's tottering tourist trade. Fortunately for us and Bing, the villager's gift o' blarney has not been lost with the stone. In fact, its disappearance has brought on strange prophesies and events. So he soon gets involved with a pathetically loveable old police chief (Barry Fitzgerald), his lovely daughter (Ann Blyth), and his daffy police assistant (Hume Cronyn).

Except for some unexpected melodrama at the end, the picture moves along at an easy-going pace in keeping with its character. Bing has some pleasant songs to sing ("I'm In Love With Someone", "The Donavans", "Top O' The Morning", etc.), and even the hackneyed "When Irish Eyes Are Smiling" seems fresh. The dialogue is especially good. Spiked mildly with a lilting brogue and bits of Celtic wit and wisdom, it sounds authentic; the Crosby brand of informal satire also gets across and is worth some real laughs.

"LOOK FOR THE SILVER LINING" (Warner Bros.). An attractive Technicolor musical based on the life of Marilyn Miller; with June Haver, Ray Bolger, and Gordon MacRae.

This is somewhat better than average film fare for its class. It has enough singing, dancing, and story to keep it entertaining. As a biography of Marilyn Miller it is superficial and sentimental, yet it does include quite a few facts and events that were important in her life. Beginning with her first success as a child vaudeville star, it follows her career on Broadway, the ups and downs of her personal life, and concludes with the show "Sunny" in which she realizes that she is too ill to continue performing.

June Haver has a winsome personality, dances and sings capably, and resembles Marilyn Miller physically, but she has not the dynamic personality which made Marilyn what she was to her worshipping public. June portrays her as a simple little girl who found herself on top unexpectedly and suffered an occasional swell head as a result of her success. Ray Bolger, as her dancing partner, Jack Donahue, is the best attraction the picture has to offer, and he performs superlatively. Another choice item are Jerome Kern's songs ("Sunny", "Time On My Hands", and "Who".)

"PYGMALION" (Astral). A welcome revival of a George Bernard Shaw screen classic about a guttersnipe who became a lady; with the unsurpassed acting of the late Leslie Howard and Wendy Hiller.

This movie is as fresh today as it was when it first came out 11 years ago, and it will go on being so just as long as there are film audiences.

Leslie Howard and Wendy Hiller give their roles a warmth and depth which you probably would not feel if you read the original play. In short, Shaw's play has actually been improved upon in its screen adaptation, for its wit and dialogue have been "humanized".

The cast is excellent down to the smallest bit part and includes Wilfred Lawson in the hilarious role of the girl's moralizing father; the music is by Switzerland's distinguished composer, Arthur Honegger; and the direction is by Gabriel Pascal, who later directed Shaw's "Caesar and Cleopatra".

EXHIBITORS

HAVE BEEN ASKING FOR A

CHRISTOPHER COLUMBUS

SPECTACLE

for 20 years . . .

Now it's here . . .

The Best Known Sea Story of All Time
Reaches The Screen In All Its Glory.

A Smash Hit All Over the World!

150 'Day and Date' Key Runs In U.S.

Terrific Promotional Support
By Magazines, Radio and
Week-End Newspapers.

CONTACT EAGLE-LION FOR DATES *NOW!*

The *Greatest Adventure* Man Ever Lived

brought to the screen in all its glorious excitement and spectacle!

J. ARTHUR RANK presents

FREDRIC MARCH

in

Christopher Columbus

COLOR BY TECHNICOLOR

CO-STARRING

FLORENCE ELDRIDGE
FRANCIS L. SULLIVAN
LINDEN TRAVERS
KATHLEEN RYAN
DEREK BOND

EAGLE-LION

A SYDNEY BOX PRODUCTION FOR GAINSBOROUGH

Glenn FORD and Evelyn KEYES

BACK TO REPEAT THE HAPPY HISTORY OF

"MATING OF MILLIE"

★

with
JOHN IRELAND · BEULAH BONDI · PERCY KILBRIDE

Screen Play by ORIN JANNINGS

Directed by HENRY LEVIN and GORDON DOUGLAS

Produced by MILTON HOLMES

A COLUMBIA PICTURE

« Capital Story »

By WILL McLAUGHLIN

FIRST luncheon meeting of the new season of the Ontario Motion Picture Theatre Association (Ottawa and district branch) was held at the Belle Claire Hotel. Frank Gallop, manager of the Centtre Theatre and retiring president, was in the chair. Following the lunch, which was largely attended, routine matters were dealt with, plans drawn up for the business and social activities of organization during the coming year ,and a new board of directors elected. The board for 1950 is comprised of Casey Swedlove, Linden Theatre, president; Henry Marshall, Regent Theatre, vice-president, and Jack Gibson, Glebe Theatre, secretary-Treasurer.

* * *

George Formby, English screen and music hall star, came down from Toronto on October 5 and drew over 8,000 people to his show at the Auditorium: When it was all over, George introduced his wife as "my old woman", and said he would be back again this way next Spring. The audience said they would be back, too, so it looks as if George is out to help Britain get more dollars while the getting is good in Canada.

A luncheon was tendered to Francis S. Harmon, of the Motion Picture Association of America, at La Touraine Cafe on Thursday, September 29, by Canadian Government officials interested in better relations between the industry in Canada and the United States. Herbert Richardson, of the Bank of Canada, officiated as Chairman and introduced Mr. Harmon who, although the nature of his address was not released for publication, gave information on the project to date and what was planned for the future. Also present at the luncheon were Taylor Mills, who accompanied Mr. Harmon from New York; A. D. Dunton, Chairman of the Canadian Broadcasting Corporation, Ross McLean, National Film Board Commissioner, Ralph Foster and Edward Field, also from the NFB, Archibald Newman and B. C. Butler of the Department of Trade and Commerce. John J. Fitzgibbons, president of Famous Players Canadian Corporation, and Ray Tubman, district manager for Famous Players, were also guests at the luncheon.

* * *

Ida Lupino's independent production "Not Wanted", is doing capacity business for manager Frank Gallop, at the Centre Theatre. It looks like a "hold-over" at the popular Sparks street house.

FOR SALE

THEATRE CHAIRS

We now have a very large stock of excellent reconditioned (as new) Theatre Chairs. Quantities up to 1200 of a kind. Immediate delivery.

NOW — New all-steel construction spring-edge, highest quality Theatre Chairs available.

7500 yards of imported carpet direct from England and Scotland.

Enquiries Respectfully Solicited

"LA SALLE"

RECREATIONS LTD.

(Theatre Seating and Carpet Division)

S. A. LECHTZIER, Pres.

945 Granville St - Vancouver, B.C.

20th Century-Fox's version of the Clare Boothe Luce story, "Come to the Stable", was privately screened for invited groups from various religious institutions of the Ottawa diocese and prominent Roman Catholic laymen. The preview was arranged by manager Ernie Warren of the Elgin Theatre at the request of Archbishop Vachon. "Come to the Stable" opened to capacity business on Thanksgiving Day at both the main and Little Elgin Theatres.

* * *

The annual Thanksgiving Day show for children was held at the Capitol Theatre, when manager Ray Tubman presenteed a Cartoon Carnival to thousands of eager youngsters — and not a few of their elders. Assistant manager Bill Cullum emerged from the fray without too much damage while policing thousands of children as they entered the big Capitol for the two holiday morning shows.

* * *

One of the "hottest" pictures to reach this staid old city in many years is "The Stratton Story", the MGM true-life romance with Jimmy Stewart, June Allyson and the late Frank Morgan. Originally booked into the Regent Theatre for one week, it was held over for a second stanza and is now completing a third week to absolute capacity. Manager Henry Marshall just repeats Nicholas Schenck's adage: "There's nothing wrong with show business that a good picture can't cure", when asked to account for the extraordinary interest shown in "The Stratton Story".

Through an unfortunate error the picture "House of Strangers" was credited, in last week's issue, to RKO instead of 20th Century-Fox.

MAKE YOUR RESERVATIONS NOW!

The Annual

Meeting and Luncheon

of the

MOTION PICTURE THEATRES ASSOCIATION OF ONTARIO

will be held

Tuesday, November 1st, 1949

at

KING EDWARD HOTEL

(VANITY FAIR)

Toronto

REGISTRATION - 9.30 A.M.

BUSINESS MEETING - 10 A.M. LUNCHEON - 1 P.M.

(DAYLIGHT SAVING TIME)

MOTION PICTURE THEATRES ASSOCIATION OF TORONTO

ARCH. H. JOLLEY - Secretary

21 DUNDAS SQUARE — ELgin 9630 — TORONTO, ONT.

JOHN WAYNE

Rougher, Tougher,
More
Romantic
than ever
as

THE FIGHTING KENTUCKIAN

co-starring

VERA RALSTON · PHILIP DORN · OLIVER HARDY

featuring

MARIE WINDSOR · JOHN HOWARD · HUGO HASS · GRANT WITHERS · ODETTE MYRTIL · PAUL FIX

Music by George Antheil · Director of Photography—Lee Garmes, A.S.C.

Written and Directed by GEORGE WAGGNER · A JOHN WAYNE PRODUCTION

A REPUBLIC PICTURE

Book It Now From

Empire-Universal Films Ltd.

DROP DEAD

(*Continued from Page* 1)

that the lawsuits, the restrictive legislation were worth the costs. There is as much advantage to exhibitors in the alleged victories as there was to the Victorious Nations of World War I and World War II.

I remember when the Motion Picture Theatre Owners of America were a formidable force, back in the years of Jimmy Walker, Mike Comerford, Sydney Cohen, Al Steffes, and I remember that there was a motion to prevent the admission of exhibitor-producer-distributor membership, but the motion was defeated.

Some of the Independents made deals with the Exhibitor-Producer-Distributors for product, which softened their protests, others made very good sales of their theatre or theatres. But no one tried at that time to arrive at an agreement where producer-distributor-exhibitors would not expand their theatre holdings.

When the producer-distributor-exhibitors became so powerful that they were not forced to make compromises on product or pay big prices for theatres to silence the loudest speakers, then the law-suits commenced, then the Bulletins calling names became published, then lobbying commenced and Legislators began to use our Industry as a bait for votes, to secure additional taxes. They listened to organized public bodies which had their own crusading ideas to put over, and the industry created a wall which was as high as Brooklyn Bridge, and from which Bridge many took Steve Brodey's chance, or helped the Industry to commit suicide.

What is the advantage of a fight which destroys that for which we fight? Without healthy production and distribution, the Exhibitor's box-office grows ill — as a matter of fact, it dies. Without a healthy box-office, production and distribution grows ill and limps along for its inevitable fall.

If we have inadequate or poor Public Relations, this condition is the result of our Internal and External fights. Last year we shook our heads about Studio closings, we whispered that pictures were uninteresting, of a poor quality, void of entertainment values, but we took the cock-a doodle-doo out of production and distribution by our lawsuits, the Divorcement Government Decrees, our single picture barter policy for which we cheered. Producer-distributors were more intent in getting out of trouble than producing pictures.

What about the Bankers and Financiers? They keep a very close ear to the ground of Public Relations. They watch Government Restrictions; they watch the Film Market and endeavor to protect their investments. Would you invest in a company which was likely to be forced out of business by Government Restrictions, by lawsuits between Traders?

Why cannot we again become simple folk, Show Folks, back to the days when a lawyer had as much chance of involving us in litigation as an Ambulance Chaser. Lest the exhibitors have the idea that they are lily-white, you know as well as I do that some exhibitors even today try to get away with anything they can, and can run the distributors a close race in cooking up angles. And there are a few exhibitors and distributors who certainly provide an inspiration for the exclamation, "Drop Dead", for they, literally speaking, take the guts out of you in trading.

At one time we thought that to bicycle a film was on a par with highway robbery; and we also talked about the billboards which some distributors had placed on vacant lots because they could not sell an exhibitor.. The billboard read, "A theatre will be constructed here". The exhibitor. who did not become panicky investigated and bought the vacant lot, he held it, or he built a new theatre there himself.

When we look back on those days, it gives us a laugh, because the tactics of bicycling and billboarding were so transparent that the strategists were generally caught in their own net.

I remember a story concerning one exhibitor who thought he could do a little trading on his own and help out a fellow-exhibitor. This was just after the introduction of five-reel pictures. The exhibitor who had rented the feature ran the feature but gave the other exhibitor, through bicycle transit, the first two reels. The exhibitor who received the first two reels wanted the rest of the picture, but the other exhibitor could not manage it, it interfered with the timing of his show. The exhibitor-friend argued that his customers wanted to know what happened to the hero, the heroine and villian, but his friend argued, "Such nonsense — keep them in suspense. Do your customers know what is going to happen to them, whether they are going to live or going to die? I am paying the distributor twice as much as I am charging you — that is why I am running the five reels. But, believe me, your customers will talk and that's good for business". The customers talked so much that the distributor of the picture heard them, and broke the exhibitor's bicycle.

In respect to our Internal and External troubles, we have talked so much that our customers have heard us, Government officials have heard us, lawyers have heard us, Justices have heard us and our voices have carried across seas. With Dollar Shortages front page news, nationally and internationally, it might be advisable that we lower our voices, that we refrain from all million dollar talks. The exhibitor does not care whether the program budget is two or ten millions of dollars providing production quality is in the pictures, but when Nations are counting each dollar, and currency has been depreciated, when nations are endeavoring to meet demands for higher wages to balance depreciation of currencies, and to hold the cost of living on an even keel, we talk too glibly of millions of dollars.

A last word to exhibitors in respect to lawsuits: when Samson succumbed to the wiles of Delilah (this is not a Paramount Cecil de Mille plug — it suits the purpose of my argument, by way of an analogy) Samson revealed the source of his strength and Delilah applied the scissors to his strength. Samson was sheared like a lamb, and delivered into the hands of the Phillistines, who imprisoned him and put out his eyes. On a certain festival day, he was brought into the Temple to provide entertainment for the mob, and Samson prayed for the return of his strength. Encircling the pillar against which he leaned, he broke it and another pilar from their bases, and brought down the walls and dome of the Temple, destroying himself and the Phillistines. What good, may I again ask exhibitors, if in bringing destruction on producer - distributor - exhibitors, will it do exhibitors if they destroy our Industry and themselves?

Perhaps the Samsons of our Industry believe that the Phillistines only will be destroyed and that they and the Industry will escape and will remain on a sound foundation. Time will tell, for despite all the picture talk concerning personal appearances of picture stars on Radio programs, the development of the Radio Quiz programs and prizes, the threatened prize-restrictions, the Television development, we know that Drive-In theatres are here, that they are expanding, that they are going after audiences which we do not get, and some which are our regular patrons. We know that the popcorn, confections and soft drink business in some of our theatres makes the difference between profit and loss; we know that Give-Aways are on the increase and that some of our theatres are attributing their profits to the introduction of the Give-Away policy.

The Independents are responsible for the introduction of Drive-Ins. Now, some of the Major companies have been persuaded that the Drive-In theatre is a good investment. It makes new customers. It helps to retain the old. And some exhibitors are muttering, since some of the Drive-Ins are close to their own operation, "We wish they would Drop Dead", for Drive-Ins are organizing their own Association; they are demanding runs; they are beginning to talk to lawyers, which remind me of our Rip-Van-Winkle slogan, "*Get Together*", and don't "Drop Dead."

—THE EDITOR

THEY RUN THE GAMUT OF COMEDY FROM A TO WOW

ADAM AND EVELYNE won the award as the year's best entertainment at Locarno where things must be very funny indeed these days to be funny. Photo, taken between scenes in the studio, shows that stars Stewart Granger and Jean Simmons had a great time of it during production. Granger has never been better. Simmons, a potent teen-age draw since THE BLUE LAGOON, graduates from orphanage to those new off-the-shoulder Paris gowns in this one.

J. ARTHUR RANK Presents STEWART GRANGER and JEAN SIMMONS in ADAM AND EVELYNE, (Comedy-Romance). Two Cities Film. Produced and Directed by Harold French. Also current: With Stewart Granger, SARABAND, WOMAN HATER; With Jean Simmons, UNCLE SILAS, THE BLUE LAGOON.

1949 IS A VINTAGE YEAR FOR BRITISH COMEDY.
BOOK THEM NOW FROM EAGLE-LION

Maritime News

By A. L. FAIRWEATHER

MISMAN, Assistant General Sales Manager for Empire-Universal, and H. F. Mathers, Manager Contract and Play Department of the Head Office at Toronto, were in Saint John for a brief visit and were in conference with Louis Michaelson, local manager. Both officials have many friends in Saint John who welcome them back to the City both having been stationed there in other days.

Mr. Isman and Mr. Mathers visits are in the nature of a personal sales meeting and new policies for the Republic and Universal films were discussed. Mention was made by the managers of the increased number of technicolor films for Republic line-up and the fact that John Wayne is featured in two of the new features, he being a most popular actor among fans.

* * *

Reg March, manager at Saint John of Twentieth Century Fox Film Co., is a patient in the Saint John Hospital, having been taken ill while on a business trip through Nova Scotia. Friends will wish "Reg" a speedy recovery.

* * *

Several of the Saint John theatres had Midnight Shows for the Thanksgiving holiday, the Mayfair Theatre specializing in a Horror Night showing Empre - Universal's "Home Of Horrors" and "The Valley Of The Zombies." The Gaiety Theatre Fairville, N.B., also staged a midnight showing.

* * *

Lew Simon of Columbia Pictures' Saint John office is very much occupied with that Company's Drive in honor of Harvey Harnick. Mr. Simon reports good co-operation from exhibitors and hopes for a hgih place in the results.

* * *

A preview of "Come To The Stable" was planned at the Paramount Theatre, Saint John by F. Harrison Howe, manager. To this screening, the religious from the various Convents will be invited as well as children from the Orphanages, inmates of the Old Peoples Home and Shut-ins. These attentions are much appreciated by those to whom a picture is a great treat.

* * *

The Allied Exhibitors of the Maritimes are planning for their aannual meeting the end of October when it will be held at the new hotel in Amherst, N.S. "The Cumberland".

Friends are offering deep sympathy to Rennie Faulds, projectionist at the Capitol Theatre, Saint John, whose wife passed away so suddenly at their home. Mrs. Foulds leaves one daughter and two sisters as well as her husband to mourn.

* * *

The City of Halifax is proposing a four per cent Sales Tax. If this proposal is carried out theatre admission tickets will be exempt, it is understood.

* * *

To accomodate the many children who attend Saturday afternoon shows the Regent Theatre, (Franklin-Herschorn Chain) are starting a Saturday morning performance which it is expected will manage the crowds better and more comfortably. Herwin Kierwin, manager, will distribute a treat of candy to each child attending the opening show which will consist of a serial and cartoons.

F. Gordon Spencer of the F. G. Spencer Co. Ltd., Saint John, has been appointed Deputy Governor of the Kinsmen Club for the Maritimes.

* * *

The Capitol Theatre, Saint John, did exceedingly well on two spectacular films from RKO "She" and "The Last Days Of Pompeii." Jim Mitchell, manager did a fine job on his publicity for "Rope Of Sand". Radio advertising was largely used, records from "Music Till Midnight" being interspersed with spots on the film and a question and answer period regarding diamonds adding interest. The feature's title was outlined in sand on the lobby windows and pictures of Corinne Calvet, taken from "Life" and "Look" magazines displayed also.

* * *

Miss Helen Crowley of the F. G. Spencer Company Ltd. staff is enpoying a vacation trip through Maine during her vacation.

Trans-Canada Showings

Use This Information As Your Guide On Release Dates

TORONTO

DOWNTOWN
"Too Late For Tears" (UA), with Dan Duryea and Lizabeth Scott.

EGLINTON-UNIVERSITY
"Father Was A Fullback" (20th-Fox), with Fred MacMurray and Maureen O'Hara.

IMPERIAL
"Slattery's Hurricane" (20th-Fox), with Richard Widmark and Linda Darnell.

LOEW'S
"Any Number Can Play" (MGM), with Clark Gable and Alexis Smith.

ODEON CARLTON
"Ichabod and Mister Toad" (RKO), Technicolor, with Bing Crosby.

INTERNATIONAL CINEMA
"The Queen of Spades" (EL), with Edith Evans and Anton Walbrook.

SHEA'S-NORTOWN-CAPITOL
"It's A Great Feling" (WB), Technicolor, with Doris Day and Dennis Morgan.

TOWNE CINEMA
Fourth Week. "Lost Boundaries" (Astrgl), with Beatrice Pearson and Mel Ferrer.

UPTOWN
Second Week. "The Fighting Kentuckian" (Rep.), with John Wayne and Vera Ralston.

MONTREAL

CAPITOL
"I Was a Male War Bride" (20th-Fox), with Cary Grant and Ann Sheridan.

IMPERIAL
"Night at the Opera" (MGM), and "Piccadilly Incident" (MGM).

LOEW'S
Second Week. "Top O' The Morning" (Para.), with Bing Crosby and Ann Blyth.

ORPHEUM
"Alias Nick Beal" (Para.), and "My Own True Love" (Para.).

PALACE
"The Fallen Idol" (Saro), with Ralph Richardson and Bobby Henrey.

PRINCESS
Second Week. "The Mighty Joe Young" (RKO), with Terry Moore and Ben Johnson.

SAINT JOHN

CAPITOL
"The Last Days of Pompeii" (RKO), and "She" (RKO).

PARAMOUNT
"The Girl From Jones Beach" (WB), with Ronald Reagan and Virginia Mayo.

STRAND
"Swanee River" (20th-Fox), with Don Ameche and Andrea Leeds.

WINNIPEG

CAPITOL
"You're My Everything" (20th-Fox)), Technicolor, with Anne Baxter and Dan Dailey.

GAIETY
"Kiss In The Dark" (WB), with Jane Wyman and David Niven.

LYCEUM
"Undercover Man" (Col.), with Glenn Ford and Nina Foch.

MET
Second Week. "The Stratton Story" (MGM), with James Stewart and June Allyson.

ODEON
"Take One False Step" (UI), with William Powell and Shelley Winters.

VALOUR
"Quiet Weekend" (EL).

CALGARY

CAPITOL
"My Dream Is Yours" (WB), Technicolor, with Doris Day and Jack Carson.

GRAND
"Champion" (UA), with Kirk Douglas and Marilyn Maxwell.

PALACE
"The Great Sinner" (MGM), with Gregory Peck and Ava Gardner.

VANCOUVER

CAPITOL
Second Week. "Tht Winslow Boy" (EL), with Robert Donat and Cedric Hardwicke.

ORPHEUM
"Rope of Sand" (Para.), with Burt Lancaster and Corinne Calvet.

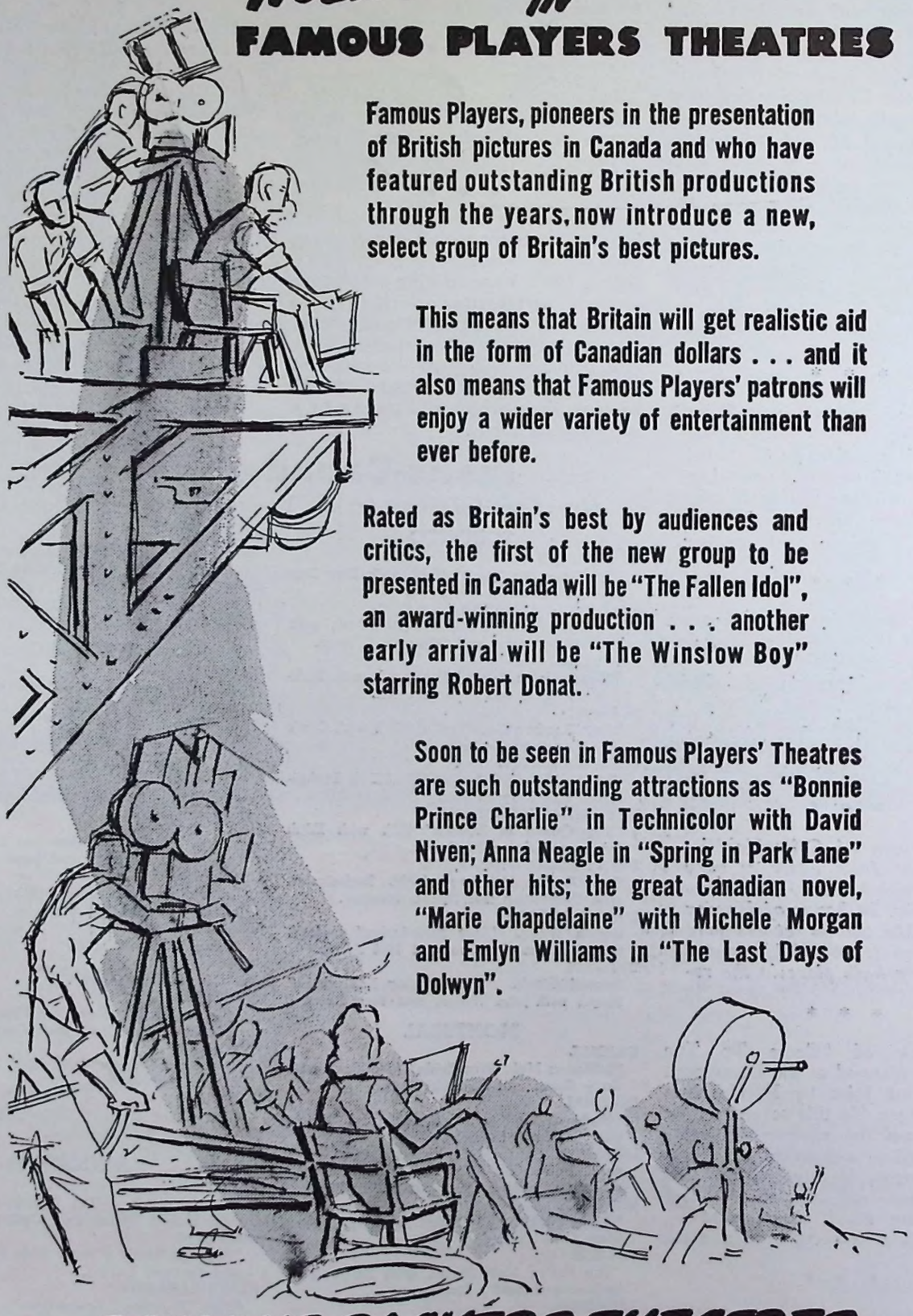
PLAZA-PARADISE
"The Fighting Kentuckian" (Rep.), with John Wayne and Vera Ralston.

STRAND
"I Was a Male War Bride" (20th-Fox), with Cary Grant and Ann Sheridan.

VOGUE
Fourth Week. "Ma and Pa Kettle" (UI), with Marjorie Main and Percy Kilbride.

BRITAIN'S BEST JOINS HOLLYWOOD'S GREATEST IN

FAMOUS PLAYERS THEATRES



Famous Players, pioneers in the presentation of British pictures in Canada and who have featured outstanding British productions through the years, now introduce a new, select group of Britain's best pictures.

This means that Britain will get realistic aid in the form of Canadian dollars . . . and it also means that Famous Players' patrons will enjoy a wider variety of entertainment than ever before.

Rated as Britain's best by audiences and critics, the first of the new group to be presented in Canada will be "The Fallen Idol", an award-winning production . . . another early arrival will be "The Winslow Boy" starring Robert Donat.

Soon to be seen in Famous Players' Theatres are such outstanding attractions as "Bonnie Prince Charlie" in Technicolor with David Niven; Anna Neagle in "Spring in Park Lane" and other hits; the great Canadian novel, "Marie Chapdelaine" with Michele Morgan and Emlyn Williams in "The Last Days of Dolwyn".

FAMOUS PLAYERS THEATRES